

National Severe Weather Preparedness Week- March 2-8th, 2014

Social Media Toolkit

You, too, could be a force of nature in your community by joining the Federal Emergency Management Agency (FEMA) and the National Oceanic and Atmospheric Administration (NOAA) to use social media to promote National Severe Weather Preparedness Week.

Being prepared for severe weather is about more than just protecting your family – it's about being an example in your community. It means sharing weather alerts, preparedness tips and other information to save the lives of others.

Research shows that many people do not act when they hear the first tornado siren. They wait for confirmation from their friends or family. Some do not take action until they see that others are doing so.

Help your friends and community by spreading the word during National Severe Weather Preparedness Week and share the tools to help everyone learn what is necessary to be prepared.

Use these widgets, banners and tweets to let your friends and family know the importance of preparing for severe weather.

Follow: More tips and information check out:

#BeAForce <u>www.Ready.gov</u>

@Readygov <u>www.fema.gov</u>

@FEMA www.weather.gov

@NOAA <u>www.noaa.gov</u>

@PrepareAthon <u>www.ready.gov/prepare</u>

Twitter:

Tag posts to promote Severe Weather Preparedness Week with #BeAForce to promote the week.

Below are sample tweets or social media messages:

Sunday, March 2nd-National Severe Weather Preparedness Week Launch

Twitter

It's National Severe Weather Preparedness Week! <u>#BeAForce</u> and share preparedness tips: http://go.usa.gov/ZjYT

Severe weather strikes any time of the year. Are you prepared? Follow <u>@Readygov</u>: www.ready.gov/severe-weather #BeAForce

Being prepared to act quickly during severe weather can save your life! www.ready.gov/severe-weather #BeAForce

For tips and tools to promote National Severe Weather Preparedness Week visit: http://go.usa.gov/ZjYT #BeAForce

Facebook

It's National Severe Weather Preparedness Week! Join us in sharing severe weather safety tips all week long with your friends. Check out how at www.Ready.gov/severe-weather. And if you're on Twitter, follow the conversation & safety tips all week long at #BeAForce

Monday, March 3rd Know your Severe Weather Risk

Severe weather impacts every part of the country. How does it affect your family? www.nws.noaa.gov/com/weatherreadynation/force.html#.Uuaxefso7IU #BeAForce

Talk with your kids about severe weather. Know the facts: http://www.ready.gov/kids/know-the-facts #BeAForce

Tornado Terms: Watch= tornadoes are possible. Warning= A tornado has been sighted. Take shelter immediately. #BeAForce

Join oPrepareAthon & take action! Talk with your family about hazards in your community: www.fema.gov/preparethon #BeAForce

Know your risk of severe weather. Bookmark www.weather.gov and #BeAForce of nature

Facebook

Severe weather impacts every part of the country. One of the best ways to prepare is to know the hazards for your area. www.Ready.gov/today is a great place to start – just click on your state to learn more!

Join America's PrepareAthon and take action to prepare for the severe weather hazards in your area. More at www.Ready.gov/prepare

Tuesday, March 4th Build an Emergency Kit

Twitter

ATMs & credit card machines may not work during a power outage; keep cash (small bills) in your emergency kit. #BeAForce

Pack an emergency kit for each person and pet traveling in your car: www.ready.gov/cars #BeAForce

Building an emergency kit is easy. Start with items in your house: flashlight, water, & canned foods: http://www.ready.gov/basic-disaster-supplies-kit #BeAForce

Don't forget to prep your pets before an emergency. Tips: www.ready.gov/animals #BeAForce

Facebook

Making an emergency kit is easy – here's a 30 second video showing key emergency supplies to keep in your vehicle: http://www.youtube.com/watch?v=s3AnYI4HRII. It's a great idea to keep a similar kit at home and at your office – www.Ready.gov/build-a-kit has a full list!

Wednesday, March 5th Make an Emergency Plan

Twitter

How will you get in touch with your family during an emergency? Ideas: text, e-mail, and/or post on social media. #BeAForce

Winging it is not a family emergency plan. Make a disaster plan with your kids: www.ready.gov/kids #BeAForce

Have you memorized your emergency contacts? Print & keep a copy on you: http://www.fema.gov/media-library/assets/documents/34330 #BeAForce

Know what to do before severe #wx strikes – create an emergency plan today www.ready.gov/make-a-plan #BeAForce

Facebook

(Attach YouTube link: http://www.youtube.com/watch?v=p7mHV3el2g0) Winging it is not an emergency plan. Make a disaster plan with your kids at www.Ready.gov/kids

Thursday, March 6th Emergency Alert Warnings

Twitter

Follow @nws for the latest weather alerts, warnings and news #BeAForce

If you receive a Wireless Emergency Alert, take action & check local media for more info. #BeAForce

Wireless Emergency Alerts are automatic texts sent to you in an emergency; no sign-up required: ready.gov/alerts

What are <u>Wireless Emergency Alerts</u> - Learn more from @NOAA http://www.nws.noaa.gov/com/weatherreadynation/wea.html #BeAForce

.@NOAAWeather Radios broadcast warnings, watches, forecasts and other hazard information 24 hours a day, 7 days a week http://www.nws.noaa.gov/nwr/ #BeAForce

Be prepared: hear the warning with a @NOAA Weather Radio http://www.nws.noaa.gov/nwr/ #BeAForce

Find out how you can get a @NOAA Weather Radio http://www.nws.noaa.gov/nwr/ #BeAForce

Facebook

What are Wireless Emergency Alerts? Learn more from our partners @NOAA and share with your Facebook friends! (Attach link:

http://www.nws.noaa.gov/com/weatherreadynation/wea.html)

Friday, March 7th Be a Force of Nature- Take Action

Twitter

Severe #WX Tips: Only travel if necessary, keep phones charged, check on neighbors, and bring pets indoors. #BeAForce

Sign-up for Twitter Alerts from @FEMA for critical information in real-time https://twitter.com/fema/alerts #BeAForce

Like @NWS on Facebook and share your severe weather story https://www.facebook.com/NWS #BeAForce

Increase emergency preparedness in your neighborhood by joining America's PrepareAthon! opening America's PrepareAthon! <a href="mailto:opening-neighborho

Families/communities/ businesses: #BeAForce of nature & prepare for severe #wx now http://www.ready.gov/business

Facebook

Take action to increase emergency preparedness in your neighborhood. Join America's PrepareAthon at www.Ready.gov/prepare and spread the word!

Saturday, March 8th Summary

Twitter

Visit www.ready.gov year-round for helpful emergency preparedness tips. #BeAForce

Bookmark www.weather.gov for the latest weather forecasts and warnings. #BeAForce

Find out your state's severe weather awareness week http://www.nws.noaa.gov/om/severeweather/severewxcal.shtml #BeAForce

Coming soon: Flood Safety Awareness Week, March 18-22 http://www.floodsafety.noaa.gov/ #BeAForce

Tornado season is different in FL than in NY. Learn your state's severe weather preparedness week http://www.nws.noaa.gov/om/severeweather/severewxcal.shtml #BeAForce

Help your friends get ready for severe weather www.ready.gov/severe-weather #BeAForce

National Severe Weather Preparedness Week is over – but the need to prepare is not www.ready.gov/severe-weather #BeAForce

Join us on April 30 for <u>America's PrepareAthon</u> and practice what you've learned all week http://www.fema.gov/prepareathon #PrepareAthon #BeAForce

Know your risk, take action and be an example. Share what you have done with friends, family, coworkers and others #BeAForce